

DAFTAR PUSTAKA

- Adil, A. (2015). Pengaruh Pengetahuan Tentang Lingkungan, Sikap Pada Lingkungan, Dan Norma Subjektif Terhadap Niat Pembelian Green Product. *Ekp*, 13(3), 1576–1580.
- Aisyah, D. D., & Cahyasita, D. (2023). Investigating the factor influencing Indonesian Consumers' Intention to Purchase Green Products in Indonesia: Applying the Theory of Planned Behavior. *Buletin Penelitian Sosial Ekonomi Pertanian Fakultas Pertanian Universitas Haluoleo*, 25(2), 92–102. <https://doi.org/10.37149/bpsosek.v25i2.840>
- Aisyah, D. D., Cahyasita, D., & Nugroho, A. D. (2023). Willingness to Pay and Barriers in Gen Z's Pro-Environmental Product Consumption. *BIO Web of Conferences*, 69, 1–9. <https://doi.org/10.1051/bioconf/20236904024>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314–324. <https://doi.org/10.1002/hbe2.195>
- Alika, R. (2021). *Survei KIC: Konsumen Bersedia Bayar Mahal untuk Produk Berkelanjutan*. Katadata.Co.Id. <https://katadata.co.id/ekonomi-hijau/ekonomi-sirkular/612499e309ba9/survei-kic-konsumen-bersedia-bayar-mahal-untuk-produk-berkelanjutan>
- Amoako, G. K., Dzogbenku, R. K., Doe, J., & Adjaison, G. K. (2022). Green marketing and the SDGs: emerging market perspective. *Marketing Intelligence and Planning*, 40(3), 310–327. <https://doi.org/10.1108/MIP-11-2018-0543>
- Annur, C. M. (2022). *Survei: Banyak Anak Muda Semakin Peduli Terhadap Lingkungan*. Katadata.Co.Id. <https://databoks.katadata.co.id/datapublish/2022/09/16/survei-banyak-anak-lingkungan>

muda-semakin-peduli-terhadap-lingkungan

- Armutcu, B., Zuferi, R., & Tan, A. (2023). Green product consumption behaviour, green economic growth and sustainable development: unveiling the main determinants. *Journal of Enterprising Communities*. <https://doi.org/10.1108/JEC-05-2023-0074>
- Asih, D., Setini, M., Soelton, M., Muna, N., Putra, I. G. C., Darma, D. C., & Judiarni, J. A. (2020). Predicting green product consumption using theory of planned behavior and reasoned action. *Management Science Letters*, 10(14), 3367–3374. <https://doi.org/10.5267/j.msl.2020.5.042>
- Assegaf, A. (2021). *Bagaimana Industri Kecantikan Berkelanjutan Bekerja*. Greennetwork.Id. <https://greennetwork.id/ikhtisar/bagaimana-industri-kecantikan-berkelanjutan-bekerja/>
- Aydin, H., & Aydin, C. (2022). Investigating consumers' food waste behaviors: An extended theory of planned behavior of Turkey sample. *Cleaner Waste Systems*, 3(February), 100036. <https://doi.org/10.1016/j.clwas.2022.100036>
- Bagiartana, I. M. G. P., & Adi, I. N. R. (2023). Interest In Buying Millennial Generation Electric Motorcycles with Theory of Planned Behaviour and Environmental Concern as Determining Factors. *Quantitative Economics and Management Studies*, 4(6), 1227–1239. <https://doi.org/10.35877/454ri.qems2120>
- Botanicals, S. (2024). *Deluxe Skincare Set - Combination Skin*. Sensatia.Com. <https://www.sensatia.com/id/face/skincare-bundle/deluxe-skincare-set-combination-skin/>
- BPOM RI. (2022). Peraturan Badan Pengawas Obat Dan Makanan Nomor 17 Tahun 2022 Tentang Perubahan Atas Peraturan Badan Pengawas Obat Dan Makanan Nomor 23 Tahun 2019 Tentang Persyaratan Teknis Bahan Kosmetika. *Bpom RI*, 11, 1–16.
- Chanda, R. C., Isa, S. M., & Ahmed, T. (2023). Factors influencing customers' green purchasing intention: evidence from developing country. *Journal of Science and Technology Policy Management*. <https://doi.org/10.1108/JSTPM-03-2022-0044>

- Choi, D., & Johnson, K. K. P. (2019). Influences of environmental and hedonic motivations on intention to purchase green products: An extension of the theory of planned behavior. *Sustainable Production and Consumption*, 18(xxxx), 145–155. <https://doi.org/10.1016/j.spc.2019.02.001>
- Dagnachew, A., & Desta, Y. (2020). Journal of the Social Sciences. *Journal of the Social Sciences*, 48(3), 3621–3628. <http://www.apcjss.com/publication-show/2020/April/90/2825>
- De Canio, F., Martinelli, E., & Endrighi, E. (2020). Enhancing consumers' pro-environmental purchase intentions: the moderating role of environmental concern. *International Journal of Retail and Distribution Management*, 49(9), 1312–1329. <https://doi.org/10.1108/IJRDM-08-2020-0301>
- Dean, M., Raats, M. M., & Shepherd, R. (2012). The Role of Self-Identity, Past Behavior, and Their Interaction in Predicting Intention to Purchase Fresh and Processed Organic Food. *Journal of Applied Social Psychology*, 42(3), 669–688. <https://doi.org/10.1111/j.1559-1816.2011.00796.x>
- Dianawanti, V. (2021). *Eksistensi Skin Dewi Bertahan di Masa Pandemi Berkat Skincare Organik dengan Performa Tinggi*. Fimela.Com. <https://www.fimela.com/beauty/read/4733527/eksistensi-skin-dewi-bertahan-di-masa-pandemi-berkat-skincare-organik-dengan-performa-tinggi?page=4>
- Dihni, V. A. (2021). *Survei: Mayoritas Anak Muda Indonesia Peduli Isu Lingkungan Hidup*. Katadata.Co.Id. <https://databoks.katadata.co.id/datapublish/2021/10/29/survei-majoritas-anak-muda-indonesia-peduli-isu-lingkungan-hidup>
- Djaali. (2020). *Metodologi Penelitian Kuantitatif*. Bumi Aksara.
- Echchad, M., & Ghaith, A. (2022). Purchasing Intention of Green Cosmetics Using the Theory of Planned Behavior: The Role of Perceived Quality and Environmental Consciousness. *Expert Journal of Marketing*, 10(1), 62–71. <https://orcid.org/0000-0002-8792-9271>

- Febrya, I. W. V. (2016). Penggunaan “Green Cosmetic” dalam Mewujudkan Perilaku Kesadaran Lingkungan. *Ilmu Lingkungan*, 10(2), 199–203.
- Francina, V., & Thangam, J. A. S. (2020). Consumer Perception And Preferences Regarding Green Marketing (Green Products) Among Women Employees Of Banking Sector. *Think India Journal*, 43, 117–121.
<https://thinkindiaquarterly.org/index.php/think-india/article/view/19293>
<https://thinkindiaquarterly.org/index.php/think-india/article/download/19293/14189>
- Ghozali, I. (2021). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris*. Badan Penerbit Universitas Diponegoro.
- Ghozali Imam, K. (2023). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 4.0*. Yoga Pratama.
- Hair Jr, J. F., C. Black, W., & Barry, J. (2019). *Multivariate Data Analysis*. Cengage Learning.
- Hamasy, A. I. Al. (2022). *Industri Kecantikan Tanah Air Punya Prospek Bagus*. Kompas.Id. <https://www.kompas.id/baca/ekonomi/2022/10/25/bpom-menilai-industri-kosmetik-akan-tetap-berkembang>
- Han, H., Hsu, L. T. (Jane), & Lee, J. S. (2009). Empirical investigation of the roles of attitudes toward green behaviors, overall image, gender, and age in hotel customers' eco-friendly decision-making process. *International Journal of Hospitality Management*, 28(4), 519–528.
<https://doi.org/10.1016/j.ijhm.2009.02.004>
- Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior. *International Journal of Hospitality Management*, 29(4), 659–668.
<https://doi.org/10.1016/j.ijhm.2010.01.001>

- Hasan, M. M., Nekmahmud, M., Yajuan, L., & Patwary, M. A. (2019). Green business value chain: a systematic review. *Sustainable Production and Consumption*, 20, 326–339. <https://doi.org/10.1016/j.spc.2019.08.003>
- Indonesia, P. (2015). *Peraturan Pemerintah (PP) tentang Rencana Induk Pembangunan Industri Nasional Tahun 2015-2035*. 9.
- Istyle.id. (2024). *No Title*. Istyle.Id. <https://www.istyle.id/brandmall/sasc>
- Izazi, R. (2018). *12 Simbol di Kemasan Produk Kosmetik yang Wajib Kamu Tahu*. Buka Review. <https://review.bukalapak.com/beauty/infografis-12-simbol-di-kemasan-produk-kosmetik-yang-wajib-kamu-tahu-31807>
- Jamal, F. N., Othman, N. A., Saleh, R. C., & Chairunnisa, S. (2021). Green purchase intention: The power of success in green marketing promotion ,. *Management Science Letters*, 11, 1607–1620. <https://doi.org/10.5267/j.msl.2020.12.011>
- Jayani, D. H. (2021a). *5 Alasan Konsumen Belanja Produk Ramah Lingkungan*. Databoks. <https://databoks.katadata.co.id/datapublish/2021/08/24/5-alasan-konsumen-belanja-produk-ramah-lingkungan>
- Jayani, D. H. (2021b). *6 Produk Ramah Lingkungan yang Paling Banyak Dibeli Masyarakat*. Katadata.Co.Id. <https://databoks.katadata.co.id/datapublish/2021/08/24/6-produk-ramah-lingkungan-yang-paling-banyak-dibeli-masyarakat>
- Kilbourne, W. E., Dorsch, M. J., McDonagh, P., Urien, B., Prothero, A., Grünhagen, M., Polonsky, M. J., Marshall, D., Foley, J., & Bradshaw, A. (2009). The institutional foundations of materialism in western societies. *Journal of Macromarketing*, 29(3), 259–278. <https://doi.org/10.1177/0276146709334298>
- Kumar, R., Saha, R., P.C, S., & Dahiya, R. (2019). Examining the role of external factors in influencing green behaviour among young Indian consumers. *Young Consumers*, 20(4), 380–398. <https://doi.org/10.1108/YC-12-2018-0921>
- Lavuri, R., Parida, R., & Singh, S. (2023). Unveiling ways to examine the purchase intension of green products in emerging markets. *Benchmarking*, 31(5). <https://doi.org/10.1108/BIJ-06-2022-0379>

- Li, L., Wang, Z., Li, Y., & Liao, A. (2021). Impacts of consumer innovativeness on the intention to purchase sustainable products. *Sustainable Production and Consumption*, 27, 774–786. <https://doi.org/10.1016/j.spc.2021.02.002>
- Lijan P Sinambela, S. S. (2021). *Metodologi Penelitian Kuantitatif Teoritik dan Praktik*. PT RAJAGRAFINDO PERSADA.
- Liobikienė, G., & Bernatonienė, J. (2017). Why determinants of green purchase cannot be treated equally? The case of green cosmetics: Literature review. *Journal of Cleaner Production*, 162, 109–120. <https://doi.org/10.1016/j.jclepro.2017.05.204>
- Liu, P., Teng, M., & Han, C. (2020). How does environmental knowledge translate into pro-environmental behaviors?: The mediating role of environmental attitudes and behavioral intentions. *Science of the Total Environment*, 728, 138126. <https://doi.org/10.1016/j.scitotenv.2020.138126>
- Ma, G., Rau, P.-L. P., & Guo, Z. (2018). The Effects of Environmental Awareness and Consumption Value on Green Makeup Product Purchase Intentions. *Psychology*, 09(07), 1898–1916. <https://doi.org/10.4236/psych.2018.97110>
- Media, S. (2020a). *7 Merek Kosmetik yang Mengusung Konsep Sustainable*. <https://www.scmedia.id/2020/08/7-merek-kosmetik-yang-mengusung-konsep-sustainable/>
- Media, S. (2020b). *7 Merek Kosmetik yang Mengusung Konsep Sustainable*. Scmedia.Id. <https://www.scmedia.id/7-merek-kosmetik-yang-mengusung-konsep-sustainable/>
- Mukherjee, B., & Chandra, B. (2022). Unravelling the differential effects of pride and guilt along with values on green intention through environmental concern and attitude. *Kybernetes*, 51(7), 2273–2304. <https://doi.org/10.1108/K-04-2021-0336>
- Muthahharah, I., & Inayanti Fatwa. (2022). Analisis Regresi Linear Berganda Untuk Media Pembelajaran Daring Terhadap Prestasi Belajar Mahasiswa di STKIP Pembangunan. *Jurnal MSA (Matematika Dan Statistika Serta Aplikasinya)*, 10(1), 53–60. <https://doi.org/10.24252/msa.v10i1.25145>

- Nekmahmud, M., Ramkissoon, H., & Fekete-Farkas, M. (2022). Green purchase and sustainable consumption: A comparative study between European and non-European tourists. *Tourism Management Perspectives*, 43(November 2021), 100980. <https://doi.org/10.1016/j.tmp.2022.100980>
- Onurlubaÿ, E. (2018). *Peran Mediasi Sikap Lingkungan terhadap Dampak Peran Mediasi dari Dampak Lingkungan Niat Membeli*. 2(2). <https://doi.org/10.5195/emaj.2018.134>
- Pan, C., Lei, Y., Wu, J., & Wang, Y. (2021). The influence of green packaging on consumers' green purchase intention in the context of online-to-offline commerce. *Journal of Systems and Information Technology*, 23(2), 133–153. <https://doi.org/10.1108/JSIT-11-2019-0242>
- Pandey, M., & Yadav, P. S. (2023). Understanding the role of individual concerns, attitude, and perceived value in green apparel purchase intention; the mediating effect of consumer involvement and moderating role of generation Z&Y. *Cleaner and Responsible Consumption*, 9(September 2022), 100120. <https://doi.org/10.1016/j.clrc.2023.100120>
- Park, E., & Kwon, S. J. (2017). What motivations drive sustainable energy-saving behavior?: An examination in South Korea. *Renewable and Sustainable Energy Reviews*, 79(May), 494–502. <https://doi.org/10.1016/j.rser.2017.05.150>
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123–134. <https://doi.org/10.1016/j.jretconser.2015.11.006>
- Pop, R., & Zsuzsa, S. (2020). Social-media-goes-greenthe-impact-of-social-media-on-green-cosmetics-purchase-motivation-and-intentionInformation-Switzerland.pdf. *FIIB Business Review*.
- Pranoto, A. (2018). Analisis Faktor Yang Mempengaruhi Minat Beli Konsumen Terhadap Preferensi Pembelian Antara Produk Kosmetik Ramah Lingkungan Dan Konvensional. *Arthavidya Jurnal Ilmiah Ekonomi*, 19(2), 133–151.

- Pudjiarti, H. (2015). *Bandung Masuk Jaringan Kota Hijau Internasional*. Tempo.Com. <https://nasional.tempo.co/read/664061/bandung-masuk-jaringan-kota-hijau-internasional>
- Rahmawati, E., & Setyawati, H. A. (2023). Pengaruh Green Brand Knowledge dan Environmental Concern Terhadap Green Purchase Intention Melalui Green Attitude pada Produk The Body Shop. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi*, 5(4), 387–408.
- Ramadhani, D. S. (2021). *Oh, ini Ternyata Bedanya Produk Skincare Konvensional, Green Beauty dan Blue Beauty~*. Hipwee.Com. <https://www.hipwee.com/style/green-and-blue-skincare/>
- Rehman, Z. U., & Dost, M. K. (2013). Conceptualizing green purchase intention in Emerging markets: An empirical analysis on Pakistan. *The 2013 WEI International Academic Conference Proceedings*, 99–120. <http://www.westeastinstitute.com/wp-content/uploads/2013/07/Zia-ur-Rehman.pdf>
- Resky, F. (2023). *Green Cosmetics : Penerapan Teknologi Ramah Lingkungan pada Industri Kecantikan*. Jurnalpost. <https://jurnalpost.com/read/green-cosmetics-penerapan-teknologi-ramah-lingkungan-pada-industri-kecantikan/8427/>
- Rizqiningsih, D. U., & Widodo, A. (2021). Pengaruh Green Marketing dan Service Quality terhadap Loyalitas Pelanggan dengan Customer Satisfaction sebagai Variabel Intervening (Studi Kasus di Starbucks Coffee Kota Surabaya). *Jurnal Samudra Ekonomi Dan Bisnis*, 12(2), 242–256. <https://doi.org/10.33059/jseb.v12i2.3351>
- Roseallday.co. (2024). *Ready, Set, Slay Bundle*. Roseallday.Co. <https://roseallday.co/collections/holiday-bundl/products/ready-set-slay-bundle>
- Saha, S. (2023). *Global Natural Cosmetics Market Outlook (2023 to 2033)*. Futuremarketinsights.Com. <https://www.futuremarketinsights.com/reports/natural-cosmetics-market>

- Salam, M. T., Smith, K. T., & Mehboob, F. (2022). Purchase intention for green brands among Pakistani millennials. *Social Responsibility Journal*, 18(3), 469–483. <https://doi.org/10.1108/SRJ-08-2020-0341>
- Saleki, R., Quoquab, F., & Mohammad, J. (2019). What drives Malaysian consumers' organic food purchase intention? The role of moral norm, self-identity, environmental concern and price consciousness. *Journal of Agribusiness in Developing and Emerging Economies*, 9(5), 584–603. <https://doi.org/10.1108/JADEE-02-2019-0018>
- Sampoerna, U. (2024). *Apa itu Meta Analisis dan Cara Penggunaannya*. Sampoernauniversity.Ac.Id. <https://www.sampoernauniversity.ac.id/id/apa-itu-meta-analisis-dan-cara-penggunaannya/>
- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 10, 2139–2146. <https://doi.org/10.5267/j.msl.2020.3.023>
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis Pendekatan Pengembangan-Keahlian*. Salemba Empat.
- Shanmugavel, N., & Balakrishnan, J. (2023). Influence of pro-environmental behaviour towards behavioural intention of electric vehicles. *Technological Forecasting and Social Change*, 187(December 2022), 122206. <https://doi.org/10.1016/j.techfore.2022.122206>
- Sharma, A., & Foropon, C. (2019). Green product attributes and green purchase behavior: A theory of planned behavior perspective with implications for circular economy. *Management Decision*, 57(4), 1018–1042. <https://doi.org/10.1108/MD-10-2018-1092>
- Shimul, A. S., Cheah, I., & Khan, B. B. (2022). Investigating Female Shoppers' Attitude and Purchase Intention toward Green Cosmetics in South Africa. *Journal of Global Marketing*, 35(1), 37–56. <https://doi.org/10.1080/08911762.2021.1934770>

- Sholihin Mahfud, R. D. (2020). *Analisis SEM-PLS dengan WarpPLS 7.0- Untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis*. Andi Offset.
- Statista. (2024). *Revenue of the natural cosmetics market in Indonesia from 2019 to 2028*. Statista. <https://www.statista.com/forecasts/1220948/indonesia-revenue-natural-cosmetics-market>
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. ALFABETA.
- Suhartanto, D., Mohd Suki, N., Najib, M., Suhaeni, T., & Kania, R. (2023). Young Muslim consumers' attitude towards green plastic products: the role of environmental concern, knowledge of the environment and religiosity. *Journal of Islamic Marketing*, 14(12), 3168–3185. <https://doi.org/10.1108/JIMA-08-2021-0277>
- Tiscini, R., Martiniello, L., & Lombardi, R. (2022). Circular economy and environmental disclosure in sustainability reports: Empirical evidence in cosmetic companies. *Business Strategy and the Environment*, 31(3), 892–907. <https://doi.org/10.1002/bse.2924>
- Van Tonder, E., Fullerton, S., De Beer, L. T., & Saunders, S. G. (2023). Social and personal factors influencing green customer citizenship behaviours: The role of subjective norm, internal values and attitudes. *Journal of Retailing and Consumer Services*, 71(August 2022), 103190. <https://doi.org/10.1016/j.jretconser.2022.103190>
- Vannia, D., Sadat, A. M., & Sari, D. A. P. (2022). Pengaruh Green Marketing, Environmental Concern, Attitude Toward Behavior Terhadap Purchase Intention Skincare Lokal di DKI Jakarta. *Jurnal Bisnis, Manajemen, Dan Keuangan*, 3(3), 852–863.
- Venciute, D., Kazukauskaite, M., Correia, R. F., Kuslys, M., & Vaiciukynas, E. (2023). The effect of cause-related marketing on the green consumption attitude-behaviour gap in the cosmetics industry. *Journal of Contemporary Marketing Science*, 6(1), 22–45. <https://doi.org/10.1108/jcmars-08-2022-0019>

- Wang, S., Liu, M. T., & Pérez, A. (2023). A bibliometric analysis of green marketing in marketing and related fields: From 1991 to 2021. *Asia Pacific Journal of Marketing and Logistics*, 35(8), 1857–1882. <https://doi.org/10.1108/APJML-07-2022-0651>
- Widodo, A., & Yusiana, R. (2020). The Impact of Environmental Concern on Green Purchase Behavior on Apple Inc . : Gender as a Moderated. *Researchgate.Net*, 15(December), 186–195. https://www.researchgate.net/profile/Arry-Widodo-2/publication/346702242_The_Impact_of_Environmental_Concern_on_Green_Purchase_Behavior_on_Apple_Inc_Gender_as_a_Moderated_Variable/links/5fc_ef86845851568d1498e3a/The-Impact-of-Environmental-Concern-on-Green
- Widodo, A., & Yusiana, R. (2022). *Green Marketing Dalam Perspektif Bisnis*. Refika.
- Wijayanto. (2020). *Gaya Hidup Milenial Dongkrak Industri Kosmetik*. Radarsurabaya.Id. <https://radarsurabaya.jawapos.com/ekonomi/77965296/gaya-hidup-milenial-dongkrak-industri-kosmetik>
- Yusiana, R., Widodo, A., & Hidayat, A. M. (2020). *Green Marketing: Perspective of 4P's*. 141, 105–109. <https://doi.org/10.2991/aebmr.k.200514.024>
- Zhang, L., Li, D., Cao, C., & Huang, S. (2018). The influence of greenwashing perception on green purchasing intentions: The mediating role of green word-of-mouth and moderating role of green concern. *Journal of Cleaner Production*, 187, 740–750. <https://doi.org/10.1016/j.jclepro.2018.03.201>
- Zhang, W., & Luo, B. (2021). Do environmental concern and perceived risk contribute to consumers' intention toward buying remanufactured products? An empirical study from China. *Clean Technologies and Environmental Policy*, 23(2), 463–474. <https://doi.org/10.1007/s10098-021-02061-8>